

Entrepreneurial Thinking for Leaders (full day face to face)

Delivered by Keith McMean, The Entrepreneurs Group (TEG)

Thursday 24th February, 10:00-16:00, Cockermouth Town Hall

OVERVIEW

The author Simon Sinek has been quoted saying “When we tell people to do their jobs, we get workers. When we trust people to get the job done, we get leaders.” Macromanagement, or “management from afar”, is not only critical to encourage a leadership mentality, but it also plays a major role in helping to nurture creativity in your team. Individuals need to have a sense of ownership in order to allow themselves to try things that haven’t been tried before, and to let their inspirations morph into practical solutions. To help achieve this, new initiatives should be allowed to run independently from the usual way of doing business because, by definition, they may require a new set of processes to be successful.

The entrepreneurial mindset is one that is awake to new opportunities, brings creative solutions to whatever opportunities are on the horizon, translates those opportunities into vision and then ultimately, puts them into action. Clearly, those same characteristics are highly valuable in many professional paths and as we lead teams and organisations.

COURSE CONTENT

How can you tap into the entrepreneurial mindset to get the most out of your team?

Teams are at their highest level of performance when companies get two elements right: intention and alignment.

Intention: What you need is clarity of purpose. The first question you need to ask is, “what outcomes do I need to achieve?” and “How clearly can I describe this for myself and the team?” Start with this core purpose, clarify specific goals and priorities, and then turn your attention to alignment.

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Alignment: People are at their highest performance level when they are doing things that are aligned with their personal sense of purpose. They are looking for opportunity, challenge, and the chance to develop their talents, achieve success and make an impact. But they are also looking for a rich life outside of work.”

As a boss or team leader, how can you best match your team members’ skills, interests and needs to the organisational goals? How can you connect work with people’s personal passions? What can be done differently so that people are creative and committed to the team?

Many leaders are frightened to ask these questions, fearful that they’ll find staff members who are very unhappy in their current roles. But it’s much better to uncover that and determine if there are adjustments that you can make. When people are fulfilled as individuals then they will be great contributing members of the team.

Let’s spend a few hours learning how to make this happen.